

HACHETTE FILIPACCHI MAGAZINES, INC
1995 PHILIP MORRIS P4CB RATE FOR \$27.0MM LEVEL

REVISED 12/07/94

*Jack
Mike
Susan
Chris W
Leslie
Keri*

	BILLED GROSS				1995 MAGAZINE OPEN RATE				DISCOUNTS			
	FULL PAGE	SECOND COVER	THIRD COVER	FOURTH COVER	FULL PAGE	SECOND COVER	THIRD COVER	FOURTH COVER	FULL PAGE	SECOND COVER	THIRD COVER	FOURTH COVER
WOMAN'S DAY (4500M RATE BASE)	40,805	53,526	52,630	64,165	118,635	155,620	153,015	186,550	65.60%	65.60%	65.60%	65.60%
WOMAN'S DAY (4800M RATE BASE)	43,524	57,096	56,144	68,444	126,540	166,000	163,230	198,990	65.60%	65.60%	65.60%	65.60%
CAR AND DRIVER	42,921	49,788	47,213	54,080	80,945	93,895	89,040	101,990	46.98%	46.97%	46.98%	46.98%
ROAD & TRACK	26,415	30,641	29,058	33,284	54,625	63,365	60,090	68,830	51.64%	51.64%	51.64%	51.64%
CYCLE WORLD	13,942	15,809	15,126	17,188	26,135	29,635	28,355	32,220	46.65%	46.65%	46.65%	46.65%
ELLE	30,785	38,481	35,401	38,481	48,980	61,225	56,325	61,225	37.15%	37.15%	37.15%	37.15%
STEREO REVIEW	14,077	16,484	16,484	17,459	40,795	47,770	47,770	50,595	65.49%	65.49%	65.49%	65.49%
HOME	22,534	26,043	24,807	27,080	45,600	52,700	50,200	54,800	50.58%	50.58%	50.58%	50.58%
AMERICAN PHOTO	9,180	13,614	9,630	11,224	26,500	39,300	27,800	32,400	65.36%	65.36%	65.36%	65.36%
AUDIO	6,859	8,193	8,193	8,876	16,920	20,210	20,210	21,895	59.46%	59.46%	59.46%	59.46%
BOATING	9,707	11,348	10,950	11,884	23,035	26,930	25,985	28,200	57.86%	57.86%	57.86%	57.86%
METROPOLITAN HOME	23,643	29,470	28,573	31,879	42,200	52,600	51,000	56,900	43.97%	43.97%	43.97%	43.97%
POPULAR PHOTOGRAPHY	15,430	16,606	16,087	18,578	44,600	48,000	46,500	53,700	65.40%	65.40%	65.40%	65.40%
WOMAN'S DAY SIP'S	11,844	NA	NA	15,419	23,110	NA	NA	30,085	48.75%	NA	NA	48.75%
BIGTWIN	5,178	6,446	5,920	7,401	6,940	8,640	7,935	9,920	25.39%	25.39%	25.39%	25.39%
SPORTBIKE	5,178	6,420	5,902	7,405	7,940	9,845	9,050	11,355	34.79%	34.79%	34.78%	34.79%
CYCLE WORLD BUYER'S GUIDE	5,543	6,521	6,521	6,521	8,500	10,000	10,000	10,000	34.79%	34.79%	34.79%	34.79%
1688670902												
CAR STEREO REVIEW	4,321	5,188	5,188	6,484	11,985	14,390	14,390	17,985	63.95%	63.95%	63.95%	63.95%
ELLE DECOR	10,400	14,242	11,991	14,863	26,800	36,700	30,900	38,300	61.19%	61.19%	61.19%	61.19%
FLYING	8,139	9,174	9,174	9,770	20,750	23,435	23,435	24,955	60.85%	60.85%	60.85%	60.85%
SHOWBOATS INTERNATIONAL	3,517	3,973	3,653	4,197	8,170	9,230	8,485	9,750	56.95%	56.96%	56.95%	56.95%
POPULAR MAGAZINES GROUP AYOH	485	1,028	1,028	1,035	1,090	2,310	2,310	2,325	55.50%	55.50%	55.50%	55.48%
TVXW / POPULAR PUZZLES	614	2,250	2,250	2,265	1,910	5,280	5,280	5,315	57.38%	57.39%	57.39%	57.38%

Hachette Filipacchi Magazines